Analyse the RSPCA ad from the ELLA 2007 stimulus booklet:

• 3 different text boxes, to clearly separate the information into three issues.

• Each box has a different background colour, to clearly separate it and differentiate it from the other boxes.

• The font used in each box is different, to clearly separate it and differentiate it from the other boxes.

• The size of the font gets smaller each time as you go down the page, conveys that the information at the top is most important.

• Use of image, photograph on left hand side to get your emotions hooked in a positive way at the beginning “aww how cute”. How does the heading connect with the image?

• The use of ellipsis “…” after the title, meaning read on if you want to find out more information. Leads onto areas that the area may want to consider.

• The use of RSPCA logo and slogan, creates an image of professionalism, a well known reputable brand in the marketplace, can be trusted by the reader.

• Use of a horizontal rectangle border to give it the look of a billboard or postcard, would most likely be located at a place where the audience can stop and read it eg. train station waiting for train, or pick it up and read it.

• Use of colour red heading in top left hand corner, the first thing the reader sees to grab attention and convey importance.

• Call to action, wanting the reader to remember the information after they have read it by asking them to go away and do something.

• Use of white writing on black background, opposite to the normal plain black text, makes the call to action section really stand out.

• Use of silhouette images of animals in bottom right hand corner, leaves the reader with a reminder of the wide variety of animals the RSPCA protects, reinforcing their slogan ‘all creatures great and small’.